

# **Traffic Improvements Help Rocklin Residents**

By: Brett Storey, Mayor of Rocklin

Road maintenance and traffic management are issues the City of Rocklin and our residents take very seriously. The City works hard to ensure Rocklin's streets and roadways will be properly maintained and safe – now and long into the future. Rest assured next time you travel, we are doing everything within our power to help make sure our residents can get where they need to go safely, conveniently and comfortably.

As part of our general plan, we are consistently making adjustments to improve circulation and traffic within Rocklin. Most of the improvements you see while traveling through Rocklin are a direct testament to our commitment toward responsible traffic planning, fiscal responsibility, regional collaboration and safety.

## **SAVING MONEY – FISCAL RESPONSIBILITY**

Rocklin City officials are very careful to wisely spend taxpayer funds. Our highly responsive public works system addresses roadway issues in a timely manner to help minimize the cost of fixing potential problems. We consistently monitor for weaknesses in the roads so we can prevent pot holes and cracks. In fact, we just finished adding protective coating to roads in various neighborhoods (including Mission Hills, areas off Argonaut Road, South Whitney Boulevard and Midas Avenue) to provide an additional 10 years of life.

We also utilize new technology to save taxpayer funds. For example all traffic signals have been retrofitted with light emitting diode (LED) lights which use one-fourth of the energy consumed by standard bulbs. We are also in the process of replacing painted lines on our roadways with thermoplastic lines that can last up to five years before needing to be replaced (in comparison, painted lines need to be maintained every year).

## **REGIONAL COLLABORATION**

We work with regional partners and neighbors to ensure Placer County transportation projects are funded in a fair, stable and consistent way. A notable product of this is the Sierra College and I-80 interchange which could begin construction as early as next year. Another example of regional collaboration is the speed limit change between the City of Rocklin and the City of Roseville. We joined forces with Roseville to make a consistent speed limit between our borders. In order to improve traffic flow and safety between the two cities, Roseville will match our speed limit of 45 miles per hour.

## **SAFETY**

Along with smart traffic planning and saving taxpayer dollars, safety is a top priority when it comes to transportation in the City of Rocklin. As part of our yearly maintenance routine (and just in time for Halloween), we are inspecting street lights and reflective roadway signals at night to make sure everything is working properly.

Traffic safety also extends into school-zones. We are currently upgrading school-zone signs to a lime green color to increase visibility and upgraded pedestrian signals to include countdown crosswalks. Additionally, we continue to implement our “Safe Routes to School” program which includes adding sidewalks, gutters and curbs in downtown Rocklin to help students get to school and home safely.

While these improvements enhance pedestrian and traffic safety, Rocklin residents must drive safely and watch out for those who share our roadways. These people include seniors walking, children riding bikes, skateboarders and runners.

### **OTHER PROJECTS**

There are plenty of other transportation projects worth mentioning. We finished improvements on Pacific Street from Roseville City limits to Sunset Boulevard, Rocklin Road from Aguilar Road to Sierra College Boulevard, Rustic Hills Drive and Argonaut Road east of Midas Avenue.

Improvements are currently planned for areas of Granite Drive, Sierra Meadows Drive to Dominguez Street, Pacific Street from Midas Avenue to Dominguez Street, South Grove Street, Winding Lane and Canasto Street (in conjunction with the Rocklin Police Station improvements). To improve traffic flow on Sunset Boulevard from Stanford Ranch Road to Park Drive and on Rocklin Road from Granite Drive to Aguilar Road, we will start coordinating traffic signals early next year.

Finally, plans to landscape and beautify the Rocklin/I-80 interchange are in the works for spring of 2005.

We take great pride in our commitment to Rocklin’s high quality of life. Our City Council and City staff share the same high standards as Rocklin residents and we will continue to maintain and improve our roads while saving money and protecting our safety.